5/10/83 C2710-1

Britain braces for political ad war - Page 3

A brighter Sun in Baltimore - Magazine

Special report: New consumer in the supermarket - Magazine

Advertising Age

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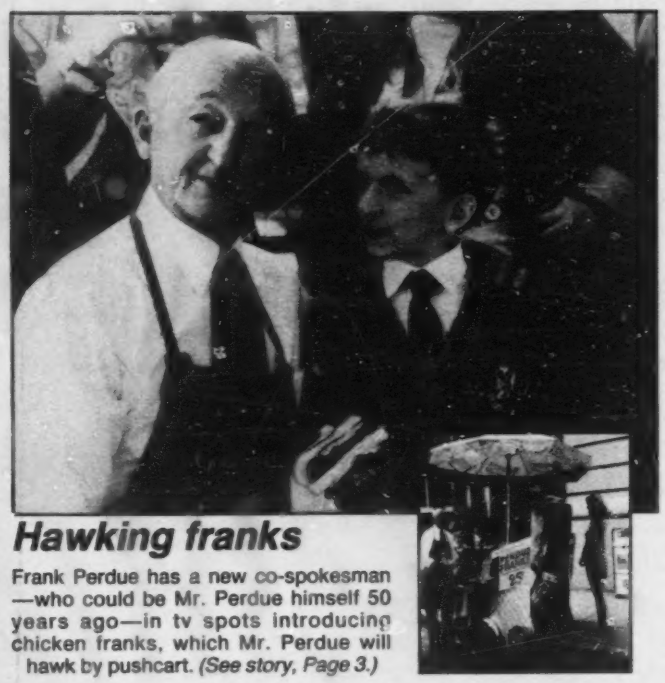

Hawking franks

Frank Perdue has a new co-spokesman —who could be Mr. Perdue himself 50 years ago—in tv spots introducing chicken franks, which Mr. Perdue will hawk by pushcart. *(See story, Page 3.)*

BBDO out as Barclay, Camel change hands

By JOHN J. O'CONNOR

An estimated $110 million in cigaret advertising crossed paths late last week, as McCann-Erickson resigned Brown & Williamson's controversial Barclay brand to take on Camel's worldwide business for R.J. Reynolds Tobacco. B&W immediately moved Barclay to a former RJR agency—Ogilvy & Mather. BBDO, the Camel agency, was left without.

Although it still has other RJR Industries business, BBDO is hell bent on getting another cigaret to replace the estimated $70 million Camel account. BBDO International chairman Bruce Crawford, no stranger to blockbuster client departures and arrivals—e.g., his agency's loss and subsequent reappointment to the $90 million-plus Dodge account—said the agency expects to be back in the cigaret business "in the near future."

Mindful that his agency still has RJR's Sea-Land Service and Del Monte (Hawaiian Punch juice and drink mixes), Mr. Crawford clearly was speaking through a muzzle when queried about RJR's explanation that Camel walked a mile to the McCann agency because of "an inability to establish a close relationship with BBDO."

All he would say was that the account team—largely staffed by creative people worldwide who "were doing a superb job on Camel advertising"—was being kept intact and easily could be assimilated within the agency if necessary.

RJR and competing cigaret companies openly acknowledged that BBDO's advertising concept—"Where a man belongs"—was an effective one. The concept evolved from the work of Team/BBDO, Germany, and eventually led to BBDO's getting the brand's worldwide advertising.

According to a source close to Reynolds, the success of the advertising may have played a role in the split. The source explained that BBDO developed an "attitude of aloofness, almost superiority" that apparently became too much for R. J. Reynolds Tobacco president Gerry Long, a tough-talking, nonsense native New Yorker.

The exec continued, "It was coming since last December. Mr. Crawford and especially Allen Ro-

(Continued on Page 88)

Advertiser resistance, soft scatter sales cited

Net tv rates fall into line

By CRAIG REISS

NEW YORK—Ad agency network negotiators say the momentum in this year's upfront network tv season, which officially began last week, has swung to their side with network price hikes expected now to be about 10% to 12%, far below earlier predictions of rate increases of 15% to 22%.

Most mentioned by the agency network negotiators as a factor tipping the scales in their favor is the continued softness of the network tv scatter market. The scatter market, which includes network commercial time not sold during the previous upfront selling season, has been weak all year and continues to be soft as the networks begin selling third-quarter inventories.

Agency executives argue that the networks will be hard pressed to demonstrate the strong demand for their inventories during the upfront season, when the scatter market is indicating demand is not there.

Further, agency and advertiser sources indicate there is a growing resolve by advertisers to tie this season's network price increases to the rate of inflation, a position that the networks maintain is unreasonable.

The advertisers, however, argue that with the rate of inflation being close to zero, there is no way they could pass on the network rate increases to consumers without it being noticed and reflected in lost sales. They say that for the $100 million network tv advertiser, a 15%

(Continued on Page 90)

last minute news

Minnetonka tests Check-Up via Henkel pact

CHASKA, MINN.—Minnetonka this summer will begin test marketing a dentifrice called Check-Up through an agreement with West Germany's Henkel, which markets a similar product in Europe under the Thera-Med name. Henkel has formulated Check-Up and its vacuum-packed container with a nozzle on top, and it will produce the product; Minnetonka will handle marketing. In paste and gel, it will be positioned as an "adult toothpaste." Test sites aren't known. Advertising to Women handles.

Majors to pitch Diet Rite in new campaign

ROLLING MEADOWS, ILL.—Royal Crown Cola Co. will break a new advertising campaign next week for Diet Rite cola. The campaign features actor Lee Majors as spokesman and carries the theme, "Everybody's got a Diet Rite." This is the first effort for Dancer Fitzgerald Sample, New York, since winning the estimated $20 million soft-drink account.

(Continued on Page 8)

Wood prepares for selling the 'new Sears'

By ROBERT REED

CHICAGO—A "new Sears" is emerging and with it sweeping changes in the company's all-important merchandising approach, designed to bury a dusty retail image.

On one level the new plan has already claimed some casualties. Sears, Roebuck & Co.'s merchandising group dismissed agencies J. Walter Thompson USA and Foote, Cone & Belding on April 29 and split its $130 million national advertising account between Ogilvy & Mather and NH&S/USA (AA, May 2). The agency shuffle comes in tandem with Sears' implementation of a dramatic systemwide store redesign and the No. 1 retailer's decision that a unified marketing front is needed to support this massive effort, says Robert Wood II,

(Continued on Page 88)

Photos by Sheila O'Donnell

The prototype "new Sears" carries a greater emphasis on contemporary settings, such as this consumer electronics section and escalator.

NEWSPAPER

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Is clone of 'USA' the first of many?

By JENNIFER PENDLETON

RANCHO CUCAMONGA, CAL.—It's from Gannett Co. and it looks like *USA Today*, but to the 60,000 persons who live in this Los Angeles suburb, it's their new community weekly newspaper.

Gannett's clone of its national newspaper—identical in layout and use of color, and similar in breezy content—is called *Rancho Today*. Like its sister publication *Upland Today* in a nearby community, it has all the trappings of a concept that, if successful, could be repeated elsewhere. Observers speculate that Gannett is using *Rancho*

(Continued on Page 92)

Recovery year away, say ABP publishers

By STUART J. ELLIOTT

PHOENIX—Wait till next year.

That was the rallying cry of the 19th annual American Business Press spring meeting here last week.

A survey of the economic landscape—a less pleasant task than surveying the scenic wonders of Arizona—indicates that a full-fledged recovery for specialized business publications is unlikely before 1984.

Times continued to be tough, particularly for those publications covering fields hard hit by the recession. Some are even worried the results for 1983 will wind up below those of 1982. As if reflecting that concern, attendance here, at slightly more that 300, trailed last year's turnout by about 10%.

"My feeling is the industry in general will make a very gradual recovery, at best, during 1983," said Philip C. Lauinger Jr., president of PennWell Publishing Co., Tulsa. "We've seen the bottom and 1983 will be the leveling out and beginning of the new cycle. But it will be 1984 before we see any significant gains."

Dominic A. Mucchetti, president of Morgan-Grampian Publishing Co., New York, forecast that in "the last half, particularly the last quarter, we'll begin to see a turnaround and show a good 1984."

While Morgan T. Browne, president of New York-based Bill Communications, hopes "to see some improvement in the second half of this year, I think maybe [the upturn] will come as late as the middle of 1984. I think 1983 is going to be alright, but it's not going to be great. It certainly hasn't started off that way for us or for many others."

Mr. Browne wasn't alone in voicing these uncertainties. Discussions with other ABP members were peppered with words like "nervous" and "doubt." That was "partly because [the recession] has gone on so long," said Mr. Brown, "partly because of a broader problem—the economy is changing. I don't think many of us, if any of us, know how it's shifting. It's fear of the unknown, because none of

(Continued on Page 88)

O'Toole calls them the 'OPEC of media'

FCB chief raps tv nets

By CHRISTY MARSHALL

NEW YORK—"We're paying more. We're getting less. And what we're getting is less effective," said Foote, Cone & Belding chairman John O'Toole in a sharp attack on tv's three major networks.

Speaking at the American Assn. of Advertising Agencies' Media Day here last week, the executive added that the prospect of higher tv rates is causing some advertisers to reevaluate plans for new products and media buys.

"The fact remains that we have clients reevaluating new-product introductions because the projected cost of network tv dilutes the payout too much," Mr. O'Toole said. "The fact remains that a good number of my clients and yours who have been traditional network advertisers will not be able to afford it soon."

He characterized the networks as the "OPEC of media" and added, "They do not wear burnooses, these suppliers, nor do they speak Arabic. They wear Giorgio Armani and speak double-talk."

"The crux of the problem is we are paying more, lots more," said Mr. O'Toole, who took part in a panel discussion titled, "Concerns About Media," with William Phillips, chairman-chief executive officer, Ogilvy & Mather, and William Ross, chief operating officer, Tatham-Laird & Kudner.

He said what is costing more is working less, citing research that indicated erosion of both audience and viewer recall. Recall went from 18% in 1965 to 7% in 1981. "The reason is obvious and its name is clutter," Mr. O'Toole said. "The most dramatic change that occurred during that period was the switch from one minute to 30 seconds as the standard commercial. That was in 1971-72. It may be the single worst decision in the history of network broadcast."

The second worst? "NBC's desperate and destructive offer to let advertisers split the 30 seconds into two separate spots," he added. "That's just what we need at a time when viewers are expressing and demonstrating their growing ennui, when poll after poll shows

(Continued on Page 90)

highlights

Monday, May 9, 1983

Ted Bates Advertising/New York has given the president's chair to Donald Zuckert, and with it the task of improving the agency's creative reputation. *See Page 6.*

Despite delays caused by conflict-of-interest charges against its chairman, the New Jersey Lottery Commission is betting it will name its new ad agency by May 25. *See Page 10.*

Due to a shortfall in projected advertising revenue, Warner Amex's MTV: Music Television network is considering charging cable operators who receive the service. *See Page 12.*

ABC-TV Network executives are planning to tell their affiliates how they plan to overtake CBS in ratings next season, but many of the stations are preparing to air their gripes. *See Page 14.*

Acknowledging that NBC may not be making as much money as its competitors, Thornton Bradshaw, chairman of parent RCA Corp., maintains that the network is "not in serious trouble." *See Page 16.*

Convinced it will revolutionize the environmental-fragrance market, Charles of the Ritz will introduce Act-Scent, a cassette deck that plays "aroma discs." *See Page 24.*

Scripto's new entry in the disposable erasable pen market could be the catalyst for a pricing and promotion war within that category. *See Page 30.*

The Big Three peanut butter marketers, which once could rely on brand loyalty to maintain market share, now are scrambling in the face of category upheaval caused by a new competitor and 1981's peanut shortage. *See Page 34.*

Advice pertaining to agency compensation plans ran through the annual financial management workshop sessions held by the Assn. of National Advertisers. *See Page 41.*

Firestone will focus on product image rather than company image as it throws its weight into three marketing arenas this spring. *See Page 47.*

One year after its low-key launch in the U.K. and the Netherlands, Dr Pepper is ready to boost its presence in those initial markets and is preparing to expand throughout Europe. *See Page 55.*

Holiday Inns' $200 million commitment to the development of a chain of high-rise, upscale hotels is the latest step in a continuing transformation of the lodging industry. *See Page 58.*

Time Inc. has been negotiating with the owners of *Working Woman* about possibly acquiring the magazine. *See Page 90.*

CORPORATE CLOSEUP

Through the process for distilling cognac has remained the same since the 16th Century, change is very much in the air at Remy Martin Amerique's New York headquarters. *See Page 4.*

VIDEOTECH

Cable tv will be permitted to start up stations in the U.K. this summer, and they will be allowed to carry six minutes of advertising each hour, just as commercial tv. *See Page 60.*

A two-city rating study by nonprofit research group Television Audience Assessment has found that cable viewers with access to many channels are prone to channel switching—especially during commercials. *See Page 62.*

MAGAZINE

Since arriving in Baltimore two years ago, Reg Murphy continues to work to improve the Sunpapers, while carving out a niche in the Washington suburbs. *See Page M-4.*

Grocery Marketing: As the new consumer looks for no-salt, no-sugar and low-fat products, marketers are rising to the challenge and discovering that less may be more. *See Page M-9.*

Chosen from thousands, the 11 Best Promotions of 1982 are profiled by William A. Robinson. *See Page M-54.*

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COFFEE MARKET SHARES 82

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ABC calls new lineup aggressive

By JAMES P. FORKAN

NEW YORK—ABC-TV, first to unveil its fall prime time programs, surprised many advertising executives here last week with some of its renewals and scheduling moves.

Tony Thomopoulos, ABC Entertainment president, who noted that his network won four nights of the week last season and is "closing in on CBS," characterized the fall schedule as "aggressive," especially on Thursday and Friday, its weakest nights. Although Monday and Saturday remain intact, he said ABC made "limited but significant changes" on Tuesday and Wednesday to maintain compatibility with the various lead-in shows.

The new comedies are "Just Our Luck," "Yes, But I'm Married," "Webster" and "It's Not Easy," while the four new dramas are "Hotel," "Trauma Center," "Lottery" and "Hardcastle & McCormick"—six hours' total.

Various agency experts like Ted Bates Advertising/New York senior vp Joel Segal and Paul Schulman of Gardner Advertising's Paul Schulman Co., had accurately assessed all or most of those entries as among ABC's strongest contenders. And most agencies had ex-

(Continued on Page 90)

corporate closeUp

Change takes at Remy Martin

By GAY JERVEY

The sublimely fastidious process whereby cognac is distilled begins in a mammoth copper pot and has remained virtually unchanged since the 16th Century. Cellar masters use the same medieval still for the initial decocting; after that —as always—the cognac is aged in oak casks for a minimum of two to three years.

But while the process remains reverentially intact, change is very much in the air at Remy Martin Amerique's New York headquarters; so much so that many offices are only half-furnished and more than a few faces seem new and wide-eyed, not to mention slightly lost.

For in an unusual move for a French cognac producer, Remy Martin has taken over its own U.S. distribution from Glenmore Distilleries' Foreign Vintages subsidiary.

As president of Remy Martin Amerique and chairman of Premiere Wine Merchants, subsidiaries of the French parent E. Remy Martin & Co., 32-year-old Bob Beleson is a man in a hurry. He's in the position of having bitten off a lot to chew. Or drink, as the case may be.

In addition to the chicly ensconced flagship Remy Martin cognac, the joint venture company is marketing delights of the vine and grape that include Krug champagne, Grand Empereur brandy, A. de Luze & Fils Bordeaux wines, De Luze Classique and Dynasty wines.

All of this, Mr. Beleson, a self-proclaimed maverick, loves. If for no other reason than he can remember a time not too long ago—as recently as 1981, in fact—when there were just "two of us and two secretaries." Today, the operation employs 86 people, 52 of whom are in the headquarters here and the rest comprising the coast-to-coast sales team that was assembled in a short period of time to take over the task previously performed by Glenmore.

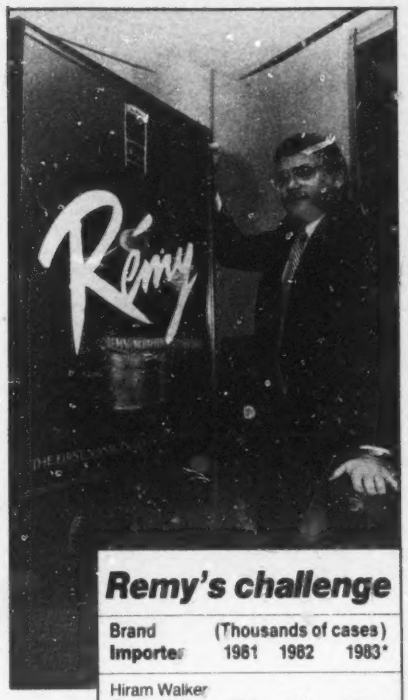
From 1979-1981, Mr. Beleson was vp-marketing of Remy Martin Amerique, during which time, sales of the product increased 45%, according to company figures. He left in 1981 to become a vp-management supervisor at Ogilvy & Mather, but was snared back by his alma mater last July.

"We're expanding right, left and center here, adding people, office space, even computers," said Mr. Beleson." The road to the wet paint and snowballing new products, however, has taken a few hundred years.

Although Remy Martin has been around since 1794—with exports to 160 countries, the brand reportedly comprises 14.7% of all cognac sold worldwide—it was not until the 1970s that the French company began to aggressively market its cognac in the U.S. In 1973, Remy Martin's U.S. sales totaled nearly seven million bottles; by 1981 that figure had nearly tripled to 19 million.

According to the April issue of *Market Watch*, published by M. Shanken Communications, Remy had depletions of 200,000 cases, up 11.1% over 1981. It called the market for cognac "one of the few

(Continued on Page 76)



Remy's challenge

Brand Importer	(Thousands of cases) 1981	1982	1983*
Hiram Walker Courvoisier	550	560	575
Moet-Hennessy Hennessy	620	640	660
Brown-Forman Martell	175	205	230
Remy-Martin & Co. Remy Martin	180	200	220

*Estimated

Source: Market Watch, 1983

Remy Martin's Bob Beleson aims to make "the first name in cognac" better than No. 4 in the growing category.

It's time you discovered Columbus' appetite

The people of Columbus, Ohio have money to back their appetites, and spend it! In fact, retail food store sales run in excess of $1.1 billion in the Columbus SMSA. That's a lot of grocery action. And people who buy read Columbus newspapers . . .

72% *read The Sunday Dispatch*

61% *read The Dispatch and/or Citizen-Journal daily*

Sources: S&MM Survey of Buying Power '82; Belden CMS.

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Columbus Citizen-Journal
Morning

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Remy Martin

(Continued from Page 4)

bright spots in the American distilled spirits industry in recent years." It is dominated by four leading brands: Hennessy, Courvoisier, Martell and Remy Martin, which together comprise some 90% of the category's total sales.

But while Market Watch ranks Remy Martin fourth, it is gaining. "Over the last couple of years, I think Remy has done a terrific job of establishing unique brand awareness here," said Marvin Shanken.

To facilitate its U.S. onslaught, the French corporation in 1976 set up Remy Martin Amerique to oversee strategy and marketing. Until last month, though, the actual distribution was implemented by domestic marketers; first Renfield Importers and then Glenmore.

The Remy exec maintains that corporate intention all along has been to assume the distribution chores itself, although it was not until recently that the company could harness the necessary operational facilities and manpower. "It was part of our over-all worldwide strategic thrust to get involved in our own distribution, to go it on our own."

However, at the time of the parting, rumors surfaced that Glenmore's aftertaste was not the sweetest. Several industry sources suggest that Remy Martin may not have been completely clear about their intentions. Glenmore execs could not be reached for comment.

At any rate, the Glenmore/Remy effort gave the brand a future, and Mr. Beleson has only praise for the landmark ads produced for Remy by Glenmore agency Mathieu, Gerfen & Bresner (now known as the Bloom Agency/New York).

"MG&B are young and hip and have a feel for fashion as well as spirits," Mr. Beleson noted. "And I think the signature campaign they did for us was really a breakthrough. It was great for awareness and recall. And because it was modern, sophisticated and fashionable, it really broadened our appeal."

Which was exactly what Remy had intended. Until the last decade, cognac was associated with studied and staid—if quasi geriatric—sophistication. "When you thought of cognac, you thought of gentlemen sitting around an armistice table and dividing up Europe," Mr. Beleson nodded. "We wanted to make it appeal to a younger, more urban and affluent audience. More women. You know, the Perrier crowd."

When Remy Martin struck out on its own, however, the agency resigned the business in order to stay with Glenmore. After a much publicized agency search, Mr. Beleson chose the relatively small agency of Margeotes/Fertitta & Weiss over such big-name finalists as N W Ayer; Wells, Rich, Greene; Ally & Gargano, and Peter Rogers Associates.

"I was flipping through a magazine one day and saw this ad for Godiva chocolates," Mr. Beleson recalled. "I thought, 'Hey, that's really neat stuff, I'd like to find the people who did it.'" They turned out to be Margeotes/Fertitta & Weiss, whose client roster includes Kirin beer, Buccellati fine silver and jewelry, Shiseido cosmetics and, of course, the attention-getting Godiva.

Although Mr. Beleson and his new agency are gleefully mysterious about the details of the impending Remy effort, scheduled to break in September, they are promising something new and different—and apparently quite sensuous.

"The new campaign will center on the cognac experience and will come at it from the sensory angle," hinted agency principal Dick Fertitta. "We want people to think about the moments they enjoy cognac; what they were doing, thinking and feeling. And the effort will be very specific to Remy."

Other Remy Martin products are handled by Geer, DuBois, which began its Remy/Premiere association with the importer's newer brandy, Grand Empereur, a premium French brandy that debuted in selected markets last fall.

It currently can be found in San Francisco, Chicago and the New York metropolitan area. "Grand Napoleon is really after the strivers, those 25-to-40-year-olds who are looking for the best they can buy," said Richard Seclow, president of Geers, DuBois. "As opposed to Remy, which I suspect has several audiences—both those older people who have arrived and the younger one who are still trying to get there."

Mr. Seclow and crew also are hard at work on Premiere's test marketing of De Luze Classique wines, which began last November and currently has expanded to Baltimore/Washington, Dallas, Rochester, Buffalo and Providence.

At just shy of $5, De Luze fits into the popularly priced, but not necessarily cheap, price range that is considered a key growth area. According to Mr. Beleson, De Luze was developed precisely with the American market in mind. "We're giving them the real Bordeaux thing—the right kind of bottle, package, the works."

The product sports clear and memorable nomenclature, enhanced with the label's Seurat pointillist painting, a wistful picnic scene on the Seine.

Premiere clearly hopes to differentiate De Luze in the mind's eye—to separate it from the many wine bottles cluttered with abstruse, tongue-twisting names.

Among its other projects, Premiere is preparing a new marketing push for Krug, the very champagne served at the Royal Wedding, as Mr. Beleson likes to say. Although a state-of-the art champagne abroad, Krug is still a well-kept secret here, despite some earlier attempts to make it otherwise.

According to Mr. Beleson, Premiere's blueprint for growth calls for many new products, with at least two more "mass-oriented ones" in the works. Maybe "mass," but not likely plebian.

As *Market Watch* points out, the cognac boom giving rise to Remy/Premiere's current growth reflects consumer interest in status, superpremium products. And there Remy/Premiere will likely chart its current, very au courant course: Marketing chi-chi, palatable products.#

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Bates hands creativity task to Zuckert

By CHRISTY MARSHALL

NEW YORK—When exec vp Donald Zuckert decided to take the presidency of Ted Bates Advertising/New York, he handed his boss, Robert Jacoby, a wooden box from Abercrombie & Fitch that contained two bitten bullets. After a weekend of soul-searching, Mr. Zuckert figuratively had acted out the metaphor.

The 23-year Bates veteran last week moved up at an agency known for its account strengths and its Unique Selling Proposition concept. It is also an agency that is acting on a vision: To be considered a top creative shop.

"If you asked someone to name the top three creative agencies, we probably would not be named," said Mr. Jacoby, chairman, president-chief executive officer of Ted Bates Worldwide. "We want to be named."

To that end, Mr. Jacoby last year lured Michael Becker away from Young & Rubicam and installed him as the worldwide creative leader. Two weeks ago, Mr. Becker brought in the creative team of Nancy Vaughn and Tom Heck from Wells, Rich, Greene (AA, May 2). At the same time, several staff members were let go as Bates attempted to upgrade its creative department. According to Mr. Jacoby, the plan is to replace and add more. "We are not going to slow down in terms of creative versatility," he said, adding that only last week, Bates started a new production unit, under Rick Wysocki, formerly of Benton & Bowles.

"Strategically, we continued to be on target, but executionally, for a lot of the clients, there has been some slippage in the creative product," Mr. Zuckert said. "So we've made that a top priority."

D. Zuckert

The new Bates/New York president agrees with this creative goal. The last person to hold the post, Robert Bruns, didn't. Mr. Bruns lasted 18 months in the job. "He did a good job," Mr. Jacoby said. "I don't know why he left. I was sorry to see him go. But he didn't think it was necessary to expand our creative capability. We did have our debates on it, but it wasn't anything to leave for." According to others, Mr. Bruns has not taken another job but is hard at work perfecting his tennis game.

Mr. Bruns had trouble working with Mr. Jacoby, and Mr. Jacoby had trouble turning over the reins to Mr. Bruns. "When Bruns was here, I turned to international and did more traveling," Mr. Jacoby said. "It was very difficult for me to give up that job [of president]. When I decided to put Bruns in, I had to do an awful lot of soul-searching. I grew up in advertising. I had to back away. And Bruns had an operating style that cut me off very fast. He slammed the gate on me, so all of a sudden I went from getting 2 ft. of mail every day to a stack measuring a quarter-inch. My motor was running, but I didn't have any place to run it. Donald [Zuckert] is not that way. I don't second-guess a guy. If he screws up after a year, I fire him, but I don't second-guess him."

When Mr. Jacoby offered the job to Mr. Zuckert in mid-April, it wasn't for the first time. Three years ago, when Mr. Jacoby decided it was time to turn over the presidency to someone else, he offered the job to Mr. Zuckert. As U.S. affiliates' group president, Mr. Zuckert negotiated the purchase of such Bates' subsidiaries as McDonald & Little and William Esty Co. That expansion effort had top pri-

(Continued on Page 91)

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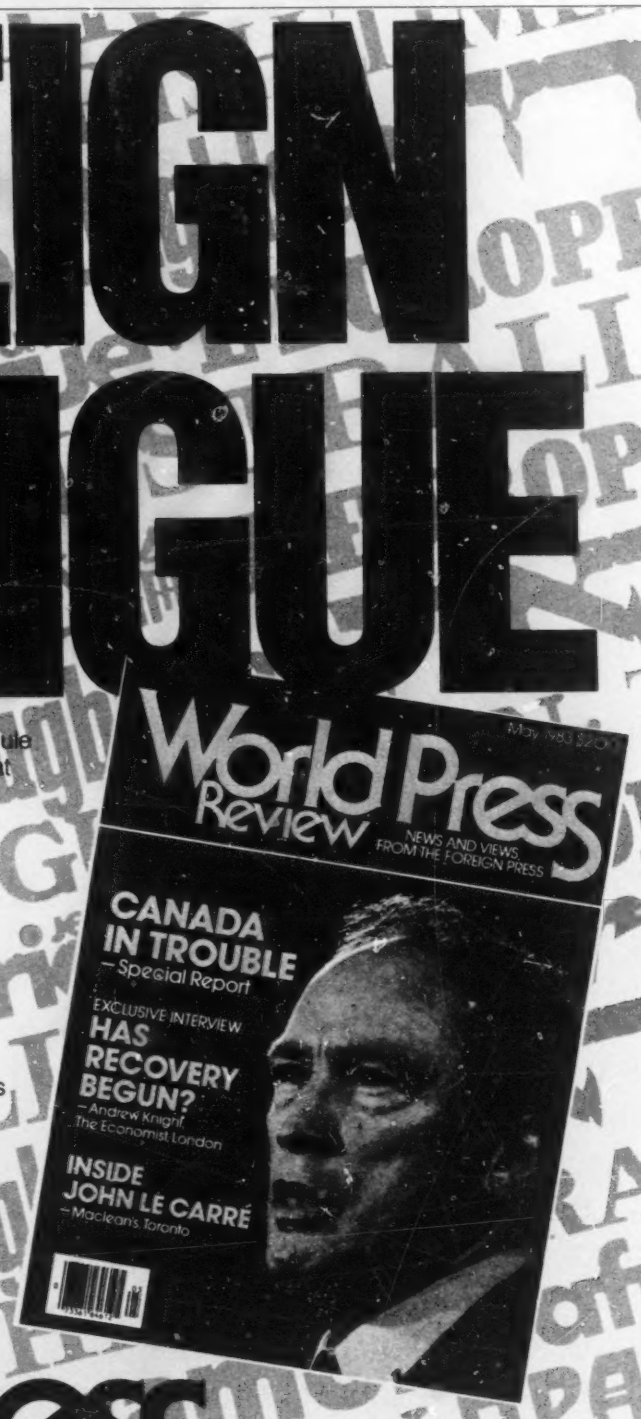


World Press Review AMERICA'S ONLY INTERNATIONAL NEWSMONTHLY

AA's Cohen elected to hall of fame

WASHINGTON—Stanley E. Cohen, Washington editor and editorial page editor of ADVERTISING AGE, has been elected to the Washington Journalism Hall of Fame by the Washington chapter of the Society of Professional Journalists.

The hall of fame honors "men and women who have earned the highest esteem and affection of their colleagues in the news media in the nation's capital as a result of their exemplary professional achievements, outstanding service to other members of the profession and lifelong dedication to the highest standards of journalism," SPJ said.

S. Cohen

Hall of fame members have 25 years or more service as journalists in Washington.

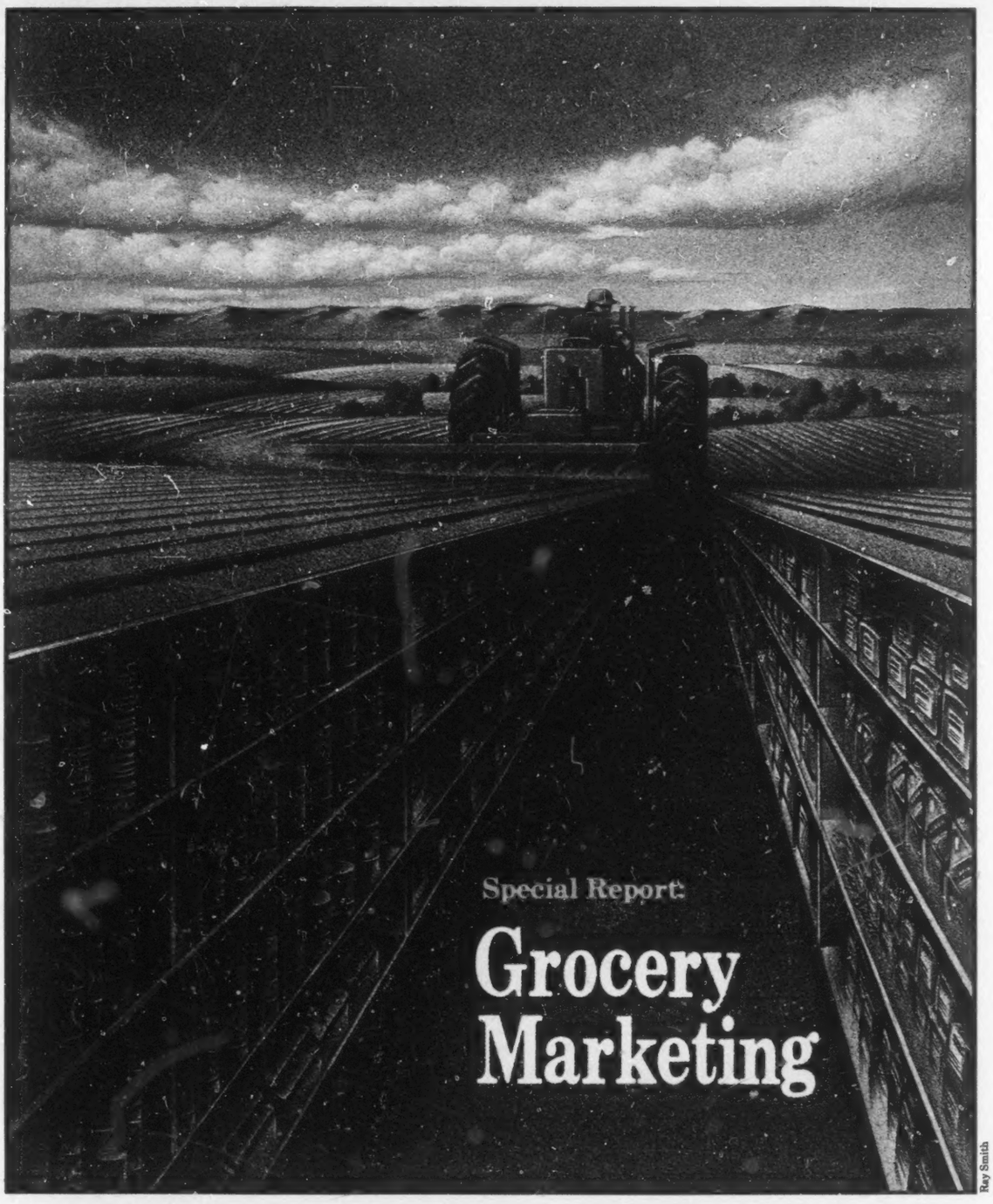
Other Washington journalists being inducted into the hall of fame with Mr. Cohen at ceremonies here June 17 are Henry Brandon, diplomatic correspondent for the *Times* of London; George Herman of CBS News; Neil MacNeil of *Time*, and Sarah McClendon of McClendon News Service.

Mr. Cohen began his Washington career with *Broadcasting* in 1942. A year later he succeeded the late John Crichton—subsequently editor of AD AGE and later president of the American Assn. of Advertising Agencies—as Washington editor of AA. He achieved recognition as a commentator on business/government relations, with particular emphasis on consumerism and its impact on the regulatory process. In 1979, Mr. Cohen received the Consumer Federation of America's National Consumer Media Award.

Mr. Cohen is a vp of Crain Communications, which publishes AD AGE, and is head of its 11-person Washington news bureau serving all Crain publications.

corrections & clarifications

- The correct April linage figures for *Dallas/Fort Worth Home & Garden* are: April 1983, 67.0 pages; April 1982, 61.9; Jan.-April 1983, 237.9, and Jan.-April 1982, 197.2 (AA, April 18, P. 39).
- *Hoards Dairyman* incorrectly reported its first-quarter farm linage. It should read Jan.-March 1983, 259.7 pages; Jan.-March 1982, 303.2 (AA, April 11, P. 50).



Ray Smith

'New consumer' puts new rules in the vegetable till

By Mary McCabe English

As a kid who couldn't remember a time without frozen food, I always found my grandfather's admonitions—"canned is best" and "you can't trust that frozen stuff"—kind of mysterious. Grandpa would certainly find today's supermarkets, including the old American Store in his hometown of Conshohocken, Pa., kind of mysterious, too.

Simply put, back in his day, buying a can of peas was, well, buying a can of peas. He would no doubt snort in good-natured disbelief at being forced to decide the relative merits of generic vs. name brand, salted vs. salt-free or sugared vs. light or, worse still, "lite," and all "that frozen stuff" packaged in single serve and boil-in-a-bag for sake of convenience.

If we took grandpa to the supermarket today, he indeed would be amazed and confused. And, probably, he would be most baffled by the endless aisles carrying fresh, frozen and canned vegetables. It is those rows that represent in the extreme the trends manipulating grocery marketers in virtually any product sector; they also harbor goods that would most likely clash with the choices grandpa made.

Those vegetables—always limp and canned—that grandpa placed with other goods in the old brown leather carry-all bag he used to cart his purchases home were a sort of necessary evil in his day, or so I thought.

Since then the quest for bigger, juicier, buttery, less salty, lighter and more fresh, frozen and exotic vegetables has captured food marketers. And none of the inevitable changes has occurred in a vacuum, but they have been the result of evolving needs and life styles of the shoppers who buy them.

The word "household," for instance, has been inflated by living arrangements that simply did not exist to the same degree 20 years ago—singles, with and without children; young and middle-age working couples, again with and without children; retired couples, and, as the ranks of these types swell, a diminishing pool of "traditional" families with stay-at-home moms and working dads.

The demographics are indeed fragmented. But consider the following factors: The steady growth in the number of working women, the popularity of small families, the country's ongoing preoccupation with nutrition and fitness and the sophistication that mobility and media have wrought on our collective taste buds. They have made convenience, nutrition, variety and value-consciousness, rather than price-consciousness, the psychographic needs that manage to straddle demographic segmentation.

The low salt-no salt and "light" movements, influenced more by want (the health kick) than need (for acute health problems), has resulted in products with broad-based salt and/or sugar-reduced variations, either new or repositioned.

These sugar-reduced food and beverages are "probably the most successful new products in the past five years," says Martin Friedman, editor of Dancer Fitzgerald Sample's "New Product News" newsletter.

The one thing that will color the prognosis for this category, he says, will be the impact of aspartame, the natural low-calorie sweetener 200 times sweeter than sugar that is causing food marketers to beat a path to the

(Continued on Page M-10)

Mary McCabe English, a business writer based in Philadelphia, contributes frequently to Magazine.

Vegetable till

(Continued from Page M-9)
door of founder, G.D. Searle & Co., Skokie, Ill. (See story on Page M-14.) Positioning of new products in the "light" sector has caused a certain degree of confusion. Marketers have settled for the health maintenance-sell as a sort of broad catch basin to attract consumers who want such products and those who need them. Stouffer's has done this with its well-received, single-serve line of Lean Cuisine, which was rolled out nationally last year. The year also saw Weight Watchers repositioning and partially reintroducing a line of frozen entrees and the first growth for frozen, single-serve entrees in approximately two years, according to Selling Areas-Marketing Inc. (SAMI).

But while the "whole weight area will continue to be big," says Mr. Friedman, the outlook for salt-free and reduced-salt products, specifically, is somewhat iffier.

"These kinds of segments usually peak out at somewhere around a 20% share of the overall category they're in, and the thing that determines whether or not they get to that 20% is their taste parity with the real thing," explains Thomas R. Batey, executive vp with Glendinning Associates in Westport, Conn., a consulting company. He believes marketers are taking great risks in appealing to consumers with "light" products. In soups, for example, consumers

Libby takes the no-salt, no-sugar approach.

attracted to low-salt for whatever reason may give up prepared soups altogether because they don't want the traditional brands with salt, and the ones low in salt may not be palatable to them.

"A major key to how far these reduced-salt products go will be the development of a good, palatable salt substitute, because there are very few substances today that can be substituted for salt that actually taste like salt," he says.

Others believe the reduced salt trend may find its ultimate form in the middle of the road. Mr. Friedman points to a line of 50% salt-reduced tomato products introduced late last year by S&W Fine Foods, San Mateo, Cal., as an example.

The reduced salt movement has touched everything from cereals to tuna fish to medications, but the canned vegetables category has been one of its biggest catches.

Del Monte Corp., San Francisco, which dominates the category nationally, this year added stewed tomatoes and three sizes of catsup to bring its new line of no-salt vegetables introduced last August to 18 items. S.S. Pierce Co. at the same time has been converting almost all of its Libby vegetables—12 items in 33 sizes and varieties—to a new Natural Pack line that includes no salt, no sugar or other additives. Hunt-Wesson Foods has brought forth Hunt's no-salt-added line of canned and bottled tomato products.

Regional canners such as Comstock Foods in Newark, N.Y., a division of Agway Inc.'s Curtice-Burns subsidiary, and a number of private label packers also are looking to capitalize on consumers' disenchantment with sodium.

Not that any of the canners have any illusions about luring droves of fresh and frozen vegetables aficionados into their camp, their target is already a canned vegetable user: "We don't think we'll get people who prefer fresh and frozen to switch to canned, but we do think there are a lot of people out there who already use cans who would welcome the availability of products with less salt than they've been getting," says a spokesman for S.S. Pierce.

S&W Fine Foods, which has been in the dietetic section since

S&W is committed to 50% salt reduction.

1924, believes its 50% salt reduction is the soundest way to go after those consumers and hold their interest over the long-term.

"A lot of consumers think no-salt is a great idea until they taste it, and then you're left with a great idea that nobody wants to buy," says Richard N. Fink, S&W's vp-marketing.

Pierce's spokesman, understandably, believes the all-or-nothing approach is the best way to contemporary consumers' salt-conscious hearts. "There's going to be a palate adjustment, and the easy way is to take out half the salt, but that's not the market," he says, conceding that repeat trial is the key in winning over the consumer to reduced-salt products.

The Pierce spokesman acknowledges that one stumbling block is the mistaken perception that salt is necessary as a preservative.

While salt does tend to even out the borderline taste qualities of over or under-mature vegetables, "Natural Pack puts greater responsibility on us to provide better quality . . . something that we have taken steps to do," he says.

Del Monte officials say the success of their no-salt vegetables has exceeded expectations and will result in the expansion of the line, but they decline to elaborate.

To counter consumer hesitancy in retrying a no-salt product because of taste, the company is boosting consumer awareness of the no-salt line in a magazine campaign in general interest books such as *People* and *Southern Living*. Del Monte also has been running ads in nine major markets for its regular vegetables, something that "hadn't been done for years, the idea being that Del Monte now gives you a choice," says a spokesman.

Continental Can Co. has developed a "Veri-Green" packaging system to take the usual limpness out of canned vegetables.

Branded vs. generic

Consumers have yet another choice to make: A choice among generics, national brands and private labels.

Many observers agree that the hoopla and hype over generics have far surpassed their inroads in the marketplace. And the consensus seems to be that generics have reached a plateau. In fact, SAMI data indicate that although generics' market share of SAMI-monitored categories is slightly over 2%, they actually account for less than 1% of total supermarket sales.

Mr. Batey of Glendinning Associates believes, in fact, that as the economy improves and there is less price-consciousness, "generics will go down, and the trade will be more aggressive with their private labels. Generics are really just another tier in price offerings. What they do is force another bottom tier. In hard times a person's desire and willingness to trade down is largely related to his need to do so. And as people get more discretionary money to spend, their tendency is to trade up."

Generics have been particularly strong in the canned vegetable category, but even here their share hovers around 4% to 5%, with national brand and private label garnering slightly less than two-thirds and one-third of total share, respectively, according to SAMI. Among plain frozen vegetables, generics' share goes even lower—to approximately 1% to 2%—and the national brand-private label balance shifts, with private label claiming roughly two-thirds of the market and the national brand, about one-third.

However, the national brand has almost the entire market on frozen prepared or recipe vegetables, leaving only about one-tenth of the market to private label.

From a marketing standpoint, Mr. Batey says, premium products give the brand people a competitive edge that helps counter private label's general strength in the frozen cases, especially at a time when consumers are so hot on both gourmet touches and variety.

"With a gourmet product, a manufacturer can demand premium prices and good profit margins," Mr. Batey notes. "At the other extreme, with the plain commodity products, it's hard for a manufacturer to make money because of the intense competition. So, for profit reasons, gourmet is always going to be attractive."

Growth in gourmet

"New Product News" editor Mr. Friedman describes gourmet food, in general, as "a booming area," one that will continue to grow given the mobility of the American public and the number of gourmet and food-related magazines on the market.

Others suggest that the yen for more exotic food fare may stem partially from an economy that places out of reach many more expensive "self-indulgences." Denied such luxuries, consumers respond by trading up in the things they can afford, says Neill J. Kelly, marketing manager with General Foods' Birds Eye agricultural division, who cites as an example the marked growth in consumer's taste for "complex vegetables" such as broccoli, cauliflower and spinach. "Peas, corn, beans . . . they're not growing nearly as much."

He says that in addition to the development of a more sophisticated palate, Americans desire more variety, which is reflected in one of the fastest growth segments at Birds Eye—the vegetable combinations introduced over a year ago under the Birds Eye Farm Fresh Mixtures label.

Although the frozen vegetable market has not been at its best in the last few years, Mr. Kelly believes that contemporary consumer profiles spell growth years ahead: The market will grow through the 1980s and do so faster than the grocery industry as a whole because, psychographically, people want vegetables—and from an attitudinal standpoint, vegetables will stay strong—and, demographically, frozen is in an excellent position to meet that need because it gives the consumer high quality as well as convenience."

Fresh turns trendy

In the meantime, the move to fresh is one of the biggest developments on the vegetable front, leading to the emergence regionally of a broad range of branded vegetables. (See story on Page M-40).

New retail concepts, such as salad bars, have entered the supermarkets. "This is the result of consumer demand for good-for-you food," says *Supermarket Business* editor Ken Partch.

Companies such as Health Valley Natural Foods (in Montebello, Cal.) are cashing in on the health/fresh market by offering supermarkets entire lines of foods, ranging from soups to entrees.

Health is synonymous with fresh produce in this market. That a daily programing spot produced by Mighty Minute Programs in San Francisco on fresh produce—Joe Carcione's "The Green Grocer"—has been picked up by 60 tv stations across the country, is one gauge of the spreading mania for unprocessed vegetables. (Contracts for the spot are coming in at the rate of two or three a week.)

Government flow charts are another indication. Michael Stellmacher, an agricultural economist with the U.S. Department of Agriculture's Economic Research Service, says fresh vegetable consumption has outstripped both canned and frozen.

"Right after World War II, there was an increase in the consumption of processed vegeta-

bles and a decrease in fresh," Mr. Stellmacher notes. He says the trend held until the early 1970s when consumption of fresh took off and canned dropped. Frozen vegetables have headed generally on in an upward trend, but total consumption is still small compared with canned and fresh.

Packaging convenience

Convenience will more than likely be the influential factor in packaging design in the future, if it is not already. Bill Sander, general manager of frozen foods at Pepperidge Farm, which recently launched Vegetables in Pastry, says boil-in-a-bag and microwave-compatible packaging will quickly evolve into other forms of packaging, with the need for convenience underlining the new designs.

Kraft Inc., for one, is perfecting technology for retort packaging—laminated aluminum and plastic that give a "perishable" product shelf stability—in a current test of nine varieties of A la Carte entrees carried in the retort packets.

Continental Can Co., Stamford, Conn., says packaging innovations planned or in test will improve the quality and appearance of canned vegetables. The company has developed a Veri-Green system to counteract the effect of heat during retorting, the result being "fresh, green vegetables from a can."

Typical of the coming innovations in food processing methods is Ultra-Natural, a new approach to open flame sterilization that yields canned fruits and vegetables with a color, taste and texture close to fresh-cooked produce. "This will bring about dramatic reductions in shipping weight," says a Continental Can spokesman.

Mr. Batey at Glendinning is convinced food breakthroughs will be found in new processing and distribution techniques. "If vegetables could be preserved without freezing and maintain the same taste and texture as frozen vegetables, that would be a real breakthrough because of the extremely expensive distribution requirements of frozen.

"Who knows where such technology will come from? Maybe from space or medical technology. But it's something we might well see one day." AA

A consumer dossier

One of the most recent attempts to provide intelligence on today's supermarket consumer is the "Supermarket Shoppers' Profile," published by the Food Marketing Institute (FMI), Washington.

For one thing, reports the grocery industry's trade organization, males are assuming roles or joint responsibility for approximately 40% of supermarket shopping trips.

Among the differences observed between male and female shoppers were that men spent less time and money per trip and per week, reported more brand loyalty, planned less, used supermarket information such as unit pricing, product freshness dates and newspaper advertising and placed less emphasis on economy.

They also agreed more that "grocery shopping takes too much time" and less that "grocery shopping is an important task for me to perform."

The study also details several differences between the shopping habits of working and nonworking women. For example, the "stay-at-home" group planned more, used supermarket information more and economized more. In addition, this group felt more than other women that grocery shopping was an important task, spent less money per week and per family member on groceries and shopped in a greater number of supermarkets.

With respect to marital status, single shoppers viewed grocery shopping as less important than did married shoppers. And they did not focus on economy or planning as much, and they claimed less usage of nutritional labeling and paid less attention to product freshness dates.

In terms of age, consumers 65 and over viewed grocery shopping as more enjoyable and important than any other age group. This group also reported the greatest amount of planning, usage of supermarket information and emphasis on economy.

On the other hand, 40- to 49-year-olds spent nearly twice as much per week and "considerably" more per person on groceries than most other age groups.

The 18- to 24-year-old group prepared shopping lists, used information and shopped for specials less than any other age group. This group was also found to view grocery shopping as less important than any other age group.

Not surprisingly, FMI also found that income level and geography further affected shopping behavior and attitudes. Higher income shoppers, as an example, generally do less budgeting, redeem fewer coupons, shop less frequently for specials and check prices less than lower income groups. As for geography, urban grocery consumers do more planning and economizing and spend less time and money than suburban shoppers.

—*M.McC.E.*

Frozen vegetables and spuds gain eaters

Per capita consumption in pounds 1960 vs. 1981

Fresh vegetables	1960	1981	% change
Artichokes	0.2	0.5	150.0
Asparagus	0.6	0.3	−50.0
Beans			
Snap	2.4	1.3	−46.0
Lima in shell	0.4	*	—
Beets	0.6	*	—
Brussels sprouts	0.1	0.05	−50.0
Cabbage	9.4	7.6	−11.0
Cauliflower	1.2	1.7	42.0
Celery	7.3	7.2	−1.0
Corn	7.7	6.5	−16.0
Cucumbers	2.6	4.1	58.0
Eggplant	0.4	0.5	25.0
Garlic	0.3	0.6	100.0
Lettuce	17.5	23.8	36.0
Onions & shallots	11.5	9.2	−20.0
Green peas in shell	0.3	*	—
Tomatoes	10.5	11.3	8.0
Broccoli	0.4	1.9	375.0
Carrots	7.0	6.3	−10.0
Escarole	0.7	0.6	−14.0
Kale	0.1	*	—
Green peppers	2.2	3.2	45.0
Spinach	0.8	0.8	0.0
Minor	12.0	9.7	−25.0
Total fresh	96.2	97.15	1.0

*Included in Minor vegetables total for 1981

Canned vegetables	1960	1981	% change
Tomato products			
Whole tomatoes	4.6	6.1	20.0
Catsup & chili sauce	3.8	11.6*	53.0
Paste & sauce	3.8		
Pulp & puree	0.7	0.9	29.0
Tomato & other vegetable juices	4.7	1.8	−62.0
Carrots	0.6	.4	−33.0
Pumpkin & squash	.7	.4	−43.0
Spinach	.9	.5	−44.0
Asparagus	.7	.3	−57.0
Beans			
Lima	.4	.3	−25.0
Snap	4.2	5.3	26.0
Beets	1.3	1.2	−8.0
Corn	5.3	5.1	−4.0
Peas	4.4	3.0	−32.0
Pickles	4.5	7.4	64.0
Sauerkraut	1.5	1.2	−20.0
Other	1.3	.9	−31.0
Total canned	43.4	46.4	7.0

*Catsup & chili sauce and pasta & sauce categories merged between 1960 and 1981.

Frozen vegetables	1960	1981	% change
Broccoli	0.63	1.52	141.0
Carrots	0.35	1.04	197.0
Spinach	.55	.75	36.0
Asparagus	.21	.06	−71.0
Pumpkin & squash	.11	*	—
Beans			
Snap	.76	1.12	47.0
Lima	.73	.50	−32.0
Brussels sprouts	.19	.29	53.0
Cauliflower	.19	.56	195.0
Corn, cut basis	.64	2.07	223.0
Onions	*	.70	—
Peas	1.75	1.55	−11.0
Other	.84	1.17	39.0
Total Frozen	6.95	11.33	63.0

*Included in "Other" category

Potatoes, sweet potatoes, dry edible beans and dry field peas

	1960	1981	% change
Potatoes			
Canned	1.4	1.1	−21.0
Frozen	2.7	18.2	574.0
Chips & shoestrings	2.8	4.1	130.0
Dehydrated	0.7	1.5	114.0
Fresh	79.8	47.1	−41.0
Sweet potatoes			
Fresh	5.5	3.2	−42.0
Canned	0.9	0.9	0.0
Dry edible beans	7.3	4.1	−44.0
Dry field peas	0.6	0.4	−33.0
Total	101.7	80.6	−21.0

Vegetable totals
(Per capita consumption in pounds)

	1960	1981	% change
Fresh	96.2	97.15	1
Canned	43.4	45.9	7
Frozen	6.95	11.33	63
Potatoes	79.8	47.1	−41
Sweet potatoes	6.4	4.1	−36
Dry edible beans	7.3	4.1	−44
Dry field peas	0.6	0.4	−33
Total	240.65	210.08	−13

Source: U.S. Department of Agriculture

Dr Pepper looks to European expansion

By HOWARD SHARMAN

LONDON—It has been a year since Dr Pepper was launched in the U.K., but one probably would be forgiven for not having noticed.

The low-key launch, backed by local radio, left Dr Pepper's share at less than 1%, although Stanley Mace, the company's manager of international operations, said, "We hit our forecast last year."

Now Dr Pepper is ready to boost its presence in its initial markets, the U.K. and the Netherlands, and is preparing to expand throughout Europe.

In the U.K., where it is tied to bottler Britvic (part of the giant Allied-Lyons Co.), a new advertising agency, J. Walter Thompson Co. subsidiary Lansdowne/Euro, is putting together a tv campaign for London that will break this summer. The amount spent will be modest, however, compared with the millions of dollars spent by rivals Coca-Cola Co. and PepsiCo.

Last year's creative approach, by Freeman Mathews Treasure agency, was based on "the hard soft drink" and has been scrapped. Dr Pepper also has reevaluated the target market in the U.K. and moved from 16-to-24-year-olds to 11-to-17-year-olds. Research showed that it was the younger group that was trying Dr Pepper.

"We are testing the level of marketing support that is needed," Mr. Mace said, "and we will transfer to a national basis next year if it works." He insisted that Dr Pepper has entered the market for the long term. "We want to be a major contender in the market, and the company does have the money to invest, but not in a splashy way. We have to build up trial and consumer awareness."

In the Netherlands, the picture is very similar. A market share of slightly more than 1% has been achieved and the marketing effort this year will be increased significantly, including cinema, radio and sports and youth-oriented sponsorships. Sampling has worked particularly well in the Netherlands, according to Mr. Mace. "We have concentrated on sampling a lot, and in the outlets where we have sampled heavily we are doing well."

With launches in these two countries well under way, Dr Pepper is looking for more European expansion. Next year, there will be a limited test market in Italy and a launch in Scandinavia. Switzerland and Portugal are also possibilities.

Dr Pepper has initial problems with its taste. "Both in the U.K. and in the Netherlands there is resistance to the taste, but it seems lower here than in new markets in the U.S.," Mr. Mace said. "Europeans may be more experimental; it may be because cola is less dominant here."

In both the Netherlands and the U.K., he is looking for "trial and retrial. We have to get people to keep on trying the product. We have found that the more you drink it, the more loyal you get."

Alan Moss, marketing manager of Britvic, said, "The trade is aware of the drink's success in the U.S. and knows that the unique taste needed a unique approach, and that in 1982 we would not necessarily go in with all guns blazing."

He said Dr Pepper is "a brand with full-brand qualities, not a me-too product," and this has helped when talking to the trade and has meant that sometimes a premium fee can be charged for Dr Pepper because it is different from the colas. On shelf space, which has become crowded with the Diet Coke launch, Mr. Moss said: "We are not finding it a problem to get shelf space, but we are not looking for massive displays of Dr Pepper —we don't want to engender enormous displays at this stage of the product's life. We only want our share of facings."

Mr. Mace said the quiet debut was exactly what was planned. "We take a slow-burn approach," he said. "We aim to get good distribution, build up a base and then step up the marketing effort each year."

Nielsen names director

NORTHBROOK, ILL.—A.C. Nielsen Co. has named Donald E. Haselwood exec vp and director of its media research group. Mr. Haselwood is director of operations for that unit.

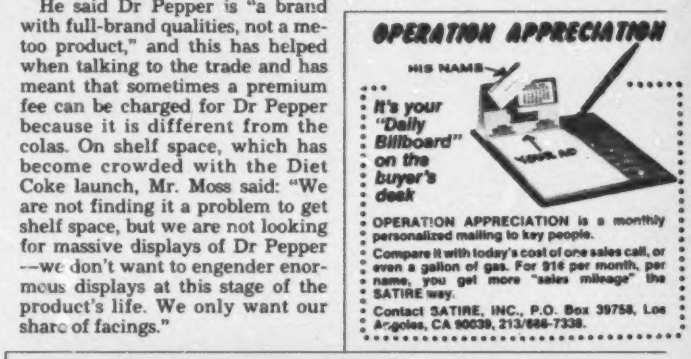
Tischler/Levy created

NEW YORK—Florence Tischler, formerly vp-fashion and retail, Chalk, Nissen, Hanft, and Mel Levy, formerly senior vp-creative director, Lipman Agency, have formed Tischler/Levy, a soft goods affiliate of the Retail Advertising Group. More than eight years ago, the two were co-creative directors of Charney/Levy/George before that merged into the Lampert Agency, where they became vps. The new agency is located at 342 Madison Ave., 10017.

Foreign agency profiles addenda

The listing of Roux, Seguela, Cayzac & Goudard Group, Paris, in the world's top 50 agencies chart (AA, April 18, P. M-10) should have been in 40th place, with gross income of $30.4 million and billings of $200.9 million.

Additional listings (received after the issue closed): Tokyu Advertising, Tokyo—gross income 1982: $44,391,272; 1981: $39,653,280. Billings for 1982: $346,415,866; 1981: $301,777,380. Publicidad Ferrer, Mexico City—gross income 1982: $8,568,000; 1981: $4,953,100. Billings for 1982: $51,612,000; 1981: $31,960,680. Jaime Uribe Asociados Publicidad, Medellin, Colombia—gross income 1982: $1,982,000; 1981: $635,850. Billings 1982: $6,594,000; 1981: $4,239,000.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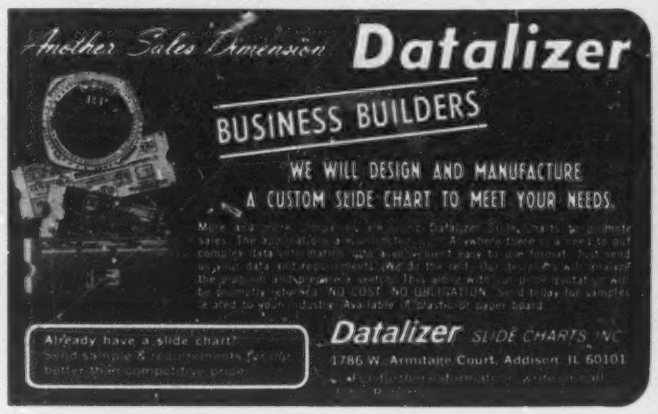
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Despite decaffeinated segment's growth

Coffee sales dip continues

By JOHN C. MAXWELL JR.

As has been the case in every year since 1962, coffee consumption dropped in 1982. While demography indicates that as the population ages, coffee consumption increases, we find that life style has overridden demographic data.

People continue to prefer cold and sweet drinks to hot, most probably because of the "speed" aspect of our environment—they don't want to wait for something to cool off. We see no immediate signs of a turn in coffee consumption, although the rate of decrease is certainly abating. Retail prices topped out in 1980.

The trend toward soluble coffee continues, along with the shift toward decaffeinated products. These trends were pointed out in a recent study by the International Coffee Organization, noting that in 1962 one out of every 25 people drank decaffeinated coffee, while last year it was one out of every seven. (Soluble coffee accounts for two-thirds of the consumption of decaffeinated coffee.)

According to the ICO study, use of this product increases with age. It is obvious that the soft-drink industry has caught on to this trend, and every major soft-drink producer has or shortly will offer products that have no caffeine. Currently this is the fast-growing area of that market.

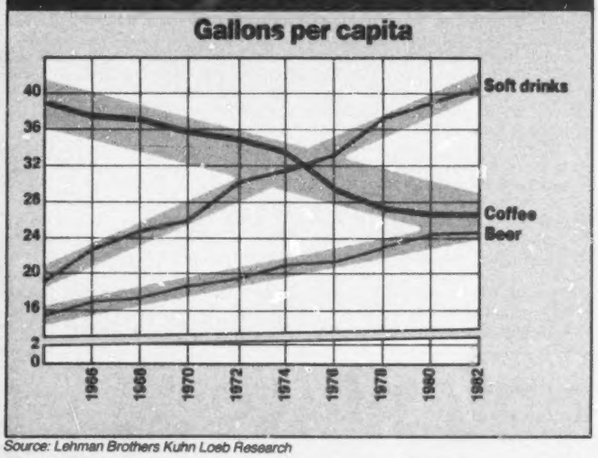
As far as companies are concerned, General Foods just about maintained its market share in 1982, with regular up slightly and instant down. Procter & Gamble is doing extremely well in instant, but only fair with regular.

In brand shares, GF's Master Blend appears to have had the best jump in regular, while Nestle's Taster's Choice Decaffeinated showed one of the best jumps in the instant area.

■ The industry is again moving on a campaign to reverse coffee consumption's decline, with a $24 million budget. Part of the money will be contributed by some coffee producing countries. For a change, the program is being aimed at the younger generation, as the industry tries to make coffee a more "in" product.#

Mr. Maxwell is with Lehman Brothers Kuhn Loeb Research.

Coffee vs. other drinks



Source: Lehman Brothers Kuhn Loeb Research

Coffee market shares

Regular coffee
(Per cent of market)

Brand	1978	1979	1980	1981	1982
General Foods					
Maxwell House*	22.1	22.3	22.3	20.2	19.5
Maxwell House Master Blend	—	—	—	5.0	6.9
Sanka	2.0	2.1	3.2	3.5	3.7
Yuban	2.0	2.0	2.0	1.5	1.3
Max-Pax & Brim	3.5	3.5	3.5	3.0	2.8
Mellow Roast	1.8	1.6	1.0	0.8	0.6
Total	31.4	31.5	32.0	34.0	34.8
Procter & Gamble					
Folger's	26.5	27.3	25.0	24.0	23.0
Hills Brothers					
Hills Brothers	6.9	6.6	6.3	6.0	6.2
Chock Full O'Nuts	—	—	—	—	5.5
Coca-Cola					
Maryland Club	1.4	1.2	1.0	1.0	1.0
Butternut	2.7	2.5	2.4	2.4	2.4
Total	4.1	3.7	3.4	3.4	3.4
Subtotal	68.9	69.1	66.7	67.4	72.9
All others	31.1	30.9	33.3	32.6	27.1
Grand total	100.0	100.0	100.0	100.0	100.0

*Electra-Perk is roughly 6% all years.

Instant coffee
(Per cent of market)

Brand	1978	1979	1980	1981	1982
General Foods					
Maxwell House	24.0	23.4	22.2	22.3	22.9
Maxim	4.0	3.7	3.6	3.5	3.2
Sanka	10.0	9.8	10.8	10.5	10.5
Yuban	1.3	1.3	1.3	1.3	1.3
Freeze Dried Sanka	2.5	2.5	2.5	2.5	2.5
Brim	3.0	2.8	3.6	4.0	4.3
Mellow Roast	3.5	4.0	2.0	1.8	1.0
Total	48.3	47.5	46.0	45.9	45.7
Procter & Gamble					
Folger's	8.0	8.5	11.0	11.0	11.5
High Point	—	—	2.5	5.3	5.5
Total	8.0	8.5	13.5	16.3	17.0
Hills Brothers					
Hills Brothers	0.3	0.2	0.2	0.2	—
Nestle					
Nescafe Regular	8.7	8.2	7.8	7.5	7.0
Nescafe Decaffeinated	2.5	2.8	2.5	2.3	2.1
Taster's Choice 100% Coffee	12.5	12.7	11.7	9.5	9.5
Decaf	1.0	1.0	1.0	1.0	0.5
Taster's Choice Decaffeinated	5.1	4.8	4.3	6.0	7.1
Sunrise	3.0	4.0	2.3	1.5	1.0
Total	32.8	33.5	29.6	27.8	27.2
Borden					
Kava	1.0	1.0	1.0	1.1	1.0
Subtotal	90.4	90.7	90.3	91.3	90.5
All others	9.6	9.3	9.7	8.7	9.5
Grand total	100.0	100.0	100.0	100.0	100.0

Source: Lehman Brothers Kuhn Loeb Research

Britain poised for political ads

(Continued from Page 3)

working" poster work in 1979 is credited with helping the Conservatives gain power, has been reappointed by the Conservative Party; Gold Greenlees Trott, one of the brightest of the new agencies, has been selected by the SDP, and Wright & Partners has been appointed by the Labour Party.

Wright & Partners, formed in a breakaway from Grey Advertising in December, 1981, is the first full-service agency to be enlisted by the party. In the past, an ad hoc committee of admen who support Labour has handled advertising.

"In many ways, they are the most civilized and reasonable people I have worked with as clients," says Wright & Partners managing director, Johnny Wright. "They'll listen to what we say, and the campaign is our campaign, not one designed by a committee."

The amount of money spent by the political parties still is minuscule by U.S. standards, and small even by U.K. product-advertising standards. But the work itself is considered a publicity plum, especially following the reaction to the famous Saatchi posters of 1979.

Ad spending plans are a closely guarded secret. But for the last election the Conservative Party spent $2.7 million, according to its director of marketing, Chris Lawson, and he says spending this time around will run at the same level "in real terms." This implies a budget of $3.1 million to $3.9 million.

The campaign budgets for SDP —which is allied with another party, the Liberals—and the Labour Party are not likely to reach more than $1.2 million each, so they will be heavily outspent by the Conservatives, as they were during the last elections.

British electoral rules control closely the amount of money each candidate can spend on promoting himself in his constituency, but there is no restriction on over-all party advertising.

Mr. Lawson agrees that the Conservative campaign this time around will be very different from the Saatchi ads that helped them into power, stating, "In opposition you are always knocking the government, and we are highly unlikely to produce a similar campaign to last time."

■ The poster campaign for the SDP, made up largely of moderate renegades from the Labour Party, aimed to publicize the five-minute broadcast the SDP and Liberals put out on commercial and noncommercial tv last month. Again, the rules say that political advertising, as such, is not allowed on tv, but the parties are allocated five or 10-minute "party political broadcasts" according to the ratio of their votes at the last election.

The posters, with their dramatic graphic illustration of the extreme views of the Conservative and Labour Parties, went up originally without the SDP logo on them—a decision that upset some party members. "Initially, we wanted to take the chance of not putting our name on the posters," says Roger Carroll, the SDP's director of communications.

"We wanted to create dissatisfaction with the existing choices and then put over something more positive," he continues. "There is a strong chance of a June election, so we wanted to be in the field. But we also have to keep things back for a campaign next year, if necessary."

The SDP posters now have been pasted over with the SDP logo—a move the cynics and political opportunists are saying was not planned, but a reaction to the public's incomprehension over whom the posters were for.

There is grave suspicion among politicians here of advertising's role in politics; accusations of selling political parties like soap powder flew around during the last election. These people seem, publicly at least, still to see advertising as the "hidden persuader" that takes away people's ability to make a decision on their own. But the professional marketing men within the political parties see advertising as a necessary—if limited —part of their communications arsenal.

"Advertising can't make something popular that is unpopular," says the SDP's Mr. Carroll, "but it can help highlight the appealing aspects of the party. Advertising is a marginal influence, but you have to add together all the marginal influences to make a substantial change in people's views."

Mr. Carroll stresses the fact that it is the politicians who are still the main means of communicating with the electorate, and says that the major difference between the U.K. and the U.S. is the existence of the national media and the public service slant of all broadcasting, which means that serious topics are given discussion time on the air.

"Advertising is an important link in the chain," says the Conservatives' Mr. Lawson, "and it has become more important because of the decline of public meetings."

■ For Mr. Wright, the question is not so much the role of advertising in politics as the role of politics and political advertising in his ad agency. The Labour Party this time around will be presenting a radical manifesto to the public, one that will include commitments to pull out of the European Economic Community, to nationalize or renationalize large parts of industry and to get rid of the U.K.'s nuclear weapons. It is not a manifesto that will appeal to a majority of the business community.

"We had one new-business prospect who said he would not continue discussions with us because of our working with the Labour Party, but it has never been raised as an issue by our [existing] clients. I am a member of the Labour Party, but this is not a Labour agency. It is a commercial relationship," says Mr. Wright.#

Nielsen: New video alters viewing habits

NORTHBROOK, ILL.—A.C. Nielsen Co.'s 1983 report on tv, based on 1982 statistics, says new video alternatives are changing viewing habits.

Among the highlights: Most tv viewing occurs between 8 p.m. and 10 p.m. (ET) and during the winter, in large pay cable households and in households with children and teen agers (AA, May 2). Viewing on the average has peaked at six hours and 48 minutes daily, the highest ever. Sixty-seven per cent of U.S. tv households can receive nine or more channels of programing, including cable.

Households with nine or 10 available channels, on the average, view about 55% of them. Households with 20 or more channels available view 35% of them at least 10 minutes a week.

However, households subscribing to pay cable services generally view more than noncable or basic cable service households. Although 62% of viewing in pay cable households during prime time still was of network offerings, viewing of cable programing increased 42% last year over 1981.

Nielsen's Home Video Index Study in July indicated videocassette recorder ownership is the greatest in large urban counties, in the West and among pay cable households. Las Vegas ranked first in vcr ownership among U.S. cities, with 15.4% of tv households, followed by Anchorage with 13.8% and Chicago with 8%.

■ Nielsen estimates that 83.3 million U.S. households owned at least one tv set in January. Color tv ownership reached 89% of all households in September (compared with 74% in September, 1975) and multiset ownership is at 55% (compared with 43%).

The share of adults in the average tv household has increased 8 points from 1970 to 75% last year, while the share of child viewers has declined from 21% to about 15%. Both teen agers and women aged 35 to 54 demonstrated increased viewing habits in 1982.

Adult women make up the largest segment of the prime time audience—more than 10.5 million in the average network program audience as of November.#

Advertising Age®

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Videotex startup in Florida

Viewdata Corp.'s Mort Goldstrom is a salesman who believes in his product: The in-home, computer-linked services illustrated above, which he's directing into full-scale household use this fall.

Knight-Ridder puts video future on line

By ELIZABETH BRENNER

MIAMI BEACH—"What I hate to do most is wait," says Mort Goldstrom.

"Wait in the morning for the kid to drop the paper in my yard. Wait at night when I come home for the evening news. Wait in line at the bank—that's the worst. If I could find a way to get the information and transact those services when I wanted, I'd jump at it."

Mr. Goldstrom thinks he has the way, and that's what he's busily trying to sell in South Florida. He calls it convenience; in the industry it's called videotex.

More specifically, it's called Viewtron, and it's this country's first commercial videotex system, set to begin initial service to households in three counties here (Dade, Broward and Palm Beach) in September. Mr. Goldstrom is marketing director of Viewdata Corp. of America, a subsidiary of publishing giant Knight-Ridder Newspapers, the company pioneering with Viewtron's introduction.

Mr. Goldstrom, of course, hopes thousands of South Florida families will jump at his way, leading to success for Knight-Ridder's high-stakes gamble. Whether they do or not, there's little doubt that Viewtron's closely watched introduction is going to be a key to the future of videotex. It will begin unlocking answers to many of the nagging questions perplexing thousands of media companies, advertisers and ad agencies curious about the commercial potential of the technology involved.

The Viewtron service features electronic news, information, shopping and banking accessed through a terminal and keypad connected to the home tv set. For a $600 investment in the home terminal and monthly usage fees, Viewtron will offer quick information, freedom from long lines, surly salesclerks—and the chance to join in the technological pioneering.

"Instant gratification," says Mort Goldstrom. "That's what videotex is all about. 'I can get it when I want it.' We figure there are a lot of people who will buy that." And Knight-Ridder has bet a lot of money they will. It has devoted seven years, and by 1984 will have spent an esti-

(Continued on Page 44)

Teleshopping was a major portion of the Viewtron trial.

McCann runs into flak on overseas cigarets

By JOHN J. O'CONNOR

NEW YORK—McCann-Erickson may have to resign nearly $37 million in combined cigaret business of two other international tobacco clients—Carreras Rothman and British-American Tobacco—in order to succeed BBDO on the worldwide $110 million Camel cigaret account.

The agency already has resigned the estimated $40 million Barclay account, which went to Ogilvy & Mather (AA, May 9).

The startling turn of events surfaced late last week when an RJR spokesman quoted Gerald H. Long, president of R.J. Reynolds Tobacco, the domestic company, as having said, "When McCann accepted the Camel account, they resigned all other cigaret accounts."

A spokesman for Interpublic Group of Cos., McCann's parent, responded that McCann would "live up to its commitment to service the Camel account worldwide," but he could not say for certain whether McCann was resigning $17 million worth of Carreras Rothman business covering 15 international markets as well as roughly $20 million in British-American business in an equal number of markets.

The Interpublic spokesman said McCann's local managers overseas were having "discussions [with BAT and Carreras Rothman] to work out any difficulties. We really don't know exactly what conflicts must be worked out."

Jerry Shively, London-based chairman of McCann/Europe, confirmed that discussions are going on, saying the agency is "engaged in an orderly process to sort out this complicated situation." Mr. Shively is scheduled to be in New York May 16, reportedly to do

(Continued on Page 75)

McCann hits 2nd downdraft

Coke douses ad hoc net

By CRAIG REISS

NEW YORK—McCann-Erickson has halted its effort to secure rights to theatrical films for an ad hoc tv network.

The decision followed reports that one of its major clients, Coca-Cola Co., withdrew its support for the project.

According to informed sources, Coca-Cola expressed displeasure with McCann-Erickson's plan to strike movie syndication deals with rivals of Columbia Pictures Television, which is related to Coca-Cola. Columbia Pictures is a subsidiary of Coca-Cola Co.

Peter Sealey, who recently moved from Coca-Cola to Columbia Pictures Industries as vp-corporate marketing services, reportedly

(Continued on Page 75)

Adventure dots net fare

By DIANE MERMIGAS

The networks next season will be taking cues from hit theatrical films and popular series. Adventure, medical drama and fantasy-based comedy will be the dominant trends in new shows, offset by something offbeat in every schedule.

A tv weatherman inherits a genie in ABC's "Just Our Luck," while Ann Jillian of "Mae West" fame portrays a deceased Hollywood siren whose ghost counsels a wisecracking 14-year-old boy through adolescence in NBC's new "Jennifer Slept Here." In CBS' "The Scarecrow and Mrs. King," Kate Jackson portrays an Erma Bombeck-type housewife who suddenly finds herself a crucial link in the espionage exploits of secret agents.

Tv's cyclical fascination with medicine comes around with CBS' "Cutter to Houston" and ABC's "Trauma Center" joining NBC's heldover "St. Elsewhere." The box office success of "An Officer and a Gentleman" has spawned NBC's airborne recruit drama "For Love and Honor," and the special effects of "An American Werewolf in London" are the obvious creative inspiration for NBC's "Manimal."

The prevailing focus in new series, however, is on adventure that lends itself to plenty of dramatic conflict and stunts. Among the entries are Chad Everett's

(Continued on Page 74)

last minute news

JWT gets Computerland's $7 million-plus account

HAYWARD, CAL.—Computerland, the world's largest computer retail chain, has named J. Walter Thompson USA, San Francisco, to handle its $7 million to $10 million account. Previous agency is Grey.

Clairol to introduce hair highlighter in August

NEW YORK—Clairol will introduce Light Effects this August with a reported $8 million advertising and promotion budget via Doyle Dane Bernbach. Designed to bring out natural highlights, the product is another attempt by Clairol to attract new users to the hair-coloring market.

K&E wins $5 million computer assignment

TUSTIN, CAL.—MAI/Basic Four, a mini and microcomputer hardware and software company, has named Kenyon & Eckhardt, Los Angeles, to its estimated $5 million account, succeeding Marsteller.

Mennen to launch Lady Speed Stick in fall

NEW YORK—Mennen is introducing Lady Speed Stick antiperspirant in September with a $2 million ad budget covering the 90-day introduction. SSC&B handles. Introduction includes 2.5 million $1 refund coupons.

(Continued on Page 8)

Artful

Porsche-Audi will break its heaviest-ever ad campaign for its new aerodynamically styled Audi 5000S. "Smooth and slick into the wind," say Doyle Dane Bernbach-created ads that retain "the art of engineering" tag *(story on Page 69)*.

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Nestea dips in bags as market heats up

By GAY JERVEY

While the tea market awaits Procter & Gamble's impending moves with its acquired Tender Leaf brand, Nestle Co. has slipped into test market with tea bags under its heretofore instant-only Nestea brand.

Nestea's new tea bags are going into Wichita as part of a controlled test conducted by Market Facts. Nestle is bypassing its normal avenue of distribution in that area, its Omaha-based Cain Coffee subsidiary. "We have nothing to do with it," said a sales manager at Cain's Wichita warehouse. "The first time I ever even saw it was yesterday, and that was when I was shopping at my neighborhood store."

Most major area chains say that although they are expecting the product any minute now—by the beginning of this week at the latest—they had not yet received it. A manager at a Dillon's grocery outlet had the product in just two sizes—48-bag and 100-bag boxes. Of the few retailers who actually had the product last week, all reported seeing only those two sizes.

However, Nestle apparently will soon deliver two standard 16-bag and 24-bag boxes as well. The entries, all of which retailers describe as "competitively priced," bear Nestle's signature green and yellow colors.

For its part, Nestle will only say that the test is beginning and that tv and possibly newspaper support are planned, handled by J. Walter Thompson USA. Despite rumors of a Florida test, Wichita is the only current market, although others are under consideration.

In the meantime, the industry is awaiting the apparently imminent P&G introduction of several new tea products—specifically, an instant tea (which would go up against regular Nestea), a decaffeinated tea and an improved tea bag. Tender Leaf, acquired last September from Nabisco Brands, is now a part of P&G's Folger's coffee division.

The $800 million-plus tea market, long described as the quintessential slumbering giant, has suddenly snapped to wide-eyed attention. "To date, there really hasn't been much new activity against the consumer," said Roger Corby, tea marketing manager, Luzianne-Blue Plate Foods Co, New Or-

(Continued on Page 72)

Keller-Geister wine commercial from Ally & Gargano parodies ad strategies of competitors in rollicking spot that has an Orson Welles type at a party greeting "Ernie and Julie," joining a Cella-type patio party, waving to the Blue Nun and concluding with "We will sell no wine before you pay for it."

Print will survive new media

By EUGENE BACOT and RANCE CRAIN

BRUSSELS—Three hundred leading publishers, acutely concerned about the challenge of electronic media, heard some comforting words at the 24th world congress of the International Federation of the Periodical Press (FIPP) here, May 11 to 13, from a top European magazine executive.

On the first day publishers were told that electronic media may not be as much of a threat as they feared. The theme of the conference is "Changing times in publishing."

Sir Alex Jarratt, chairman of Reed International Holdings and owner of the International Publishing Co., Europe's largest magazine publisher, said: "I think it unwise to assume that simply because we have discovered lots of new ways of delivering new messages that everyone will want to take receipt of them."

He was making a frequently echoed point, made by many delegates, that conventional print publishers were not being outmoded by the new media and that the demand for well-segmented publications was promising.

According to Mr. Jarratt, the young tv generation is the most attuned to press media, "Women's magazines, for example, find their highest levels of readership among this group—the 15-to-24-year-olds—both in terms of the numbers who read the magazines and the numbers of copies sold."

Tv created readership opportunities that have been seized upon by both book and magazine publishers, he added.

The personal computing segment was highlighted as a publishing opportunity. Drawing on British experience, Mr. Jarratt explained that in 1979 there were 32 magazines concerned with professional computing, while now there are 53. In 1979 there were three journals on personal computing; now there are six produced in the U.K. and 12 im-

(Continued on Page 72)

Keller's wine tv spot is fine-vintage satire

By JOHN J. O'CONNOR

NEW YORK—Were it created in Europe, it would be dubbed new *rave* advertising. It's hilarious. It's a celebration of advertising craft. It's vintage Ally & Gargano. It's National Distillers' advertising for Keller-Geister German wine.

Not since the days when Stiller & Meara did their comedic hawking for Blue Nun has so much mirth been poured into the advertising of a wine. If you thought Ally & Gargano treated Ma Bell irreverently in its MCI commercial that showed a mother crying not because of a loved one at the other end of the telephone line but because of the size of her phone bill, a barrelful of satire awaits in Keller-Geister's tv and radio advertising.

One tv commercial, in particular, should have a couple of famous brothers in Modesto, Cal., secretly laughing to themselves. Adhering to the premise that any wine that sells for about two bucks a bottle can't hope to be taken seriously, Ally & Gargano goes for laughs in spoofing not only wine barons like Ernest and Julio Gallo, but also the campaigns and ad symbols used by

(Continued on Page 73)

highlights

Monday, May 16, 1983

J. Walter Thompson Co. is readying a motion for dismissal of the suit filed against it by former spot tv and syndication head Marie Luisi. *See Page 6.*

Ogilvy & Mather gave shareholders its "11 Commandments" at its annual meeting, while BBDO told its shareholders how the company diversified. *See Page 10.*

Alberto-Culver will be the first marketer to place split-product 30-second commercials on CBS-TV, as the network follows NBC's lead in letting advertisers experiment with the "piggyback" format. *See Page 12.*

Adolph Coors Co., unhappy with the results of its premium Herman Joseph 1868, is pulling the brew from five markets, confining it to a smaller area. *See Page 12.*

National Advertising Division of the Council of Better Business Bureaus in April requested that an unusually high number of big-name advertisers modify or discontinue specific ads. *See Page 14.*

Kellogg Co. is introducing a frozen pancake batter into a market tried and abandoned by several major food companies. *See Page 22.*

Major athletic-shoe marketers have agreed in principle to adopt a no-raid pact to end a 2-year-old sneaker war that has involved National Basketball Assn. player endorsements. *See Page 24.*

Sears, Roebuck & Co.'s pullout from Brazil late last month was the end result of a number of marketing mistakes from which the giant retailer never recovered. *See Page 32.*

Young & Rubicam and TBWA, which led a group of U.S. and French shops in fighting the growing influence of Havas in France, are backing away from the fight. *See Page 56.*

The Washington Times, which celebrates its first anniversary May 17, claims that it has the circulation base and readership study ammunition it needs to begin courting the big advertisers. *See Page 58.*

Cover illustration by Richard Edel.

CORPORATE CLOSEUP

Minnetonka Inc. is hoping that its new Check-Up dentifrice will be as significant as its introduction of Softsoap liquid soap a few years ago. *See Page 4.*

VIDEOTECH

A Cablemark Probe is forecasting a number of challenges to the status quo within the new electronic media, and sees further erosion of cable audiences. *See Page 40.*

J. Walter Thompson Italia is planning to air an unusual 30-second spot on Italy's private tv stations to woo potential clients. *See Page 40.*

MAGAZINE

The ragtop is back, and Detroit bureau chief Ralph Gray and reporter Jay McCormick highlight convertible advertising in their most recent Marketing on the Road series. *See Page M-4.*

Business Press: As trade publishers diversify and grow, they are waging their own battles for market share. *See Page M-9.*

Brady talks with Otis Chandler

The confident chairman and self-named editor-in-chief of the *Los Angeles Times*, Otis Chandler, is the subject of a Profile by AA editor-at-large James Brady. *See Page M-38 in the Magazine.*

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'Parade,' 'FW' seek new status

By STUART J. ELLIOTT

NEW YORK—Executives of *Family Weekly* and *Parade* are trying to convince the Publishers Information Bureau to reclassify the national Sunday newspaper supplements as general-interest magazines.

Were that to happen, PIB's rankings of magazine revenues and pages would undergo major changes, as some longtime leaders would be supplanted by the newcomers.

"We're listed just about anyplace you want to name as a magazine, except PIB," said Carlo Vittorini, *Parade's* president here. "We don't believe [the figures] reflect what's going on in the general weekly field if we're not in the category.

"If the charter of PIB is to provide accurate, helpful, useful information to the advertising community," he added, "then that's totally inconsistent with the way they're listing us."

Patrick Linskey, publisher here of *Family Weekly*, agreed. "Our point of view is we very much want to be listed, and considered, as a magazine, because we think we *are* a magazine," he said. "Any definition, in Webster's or any

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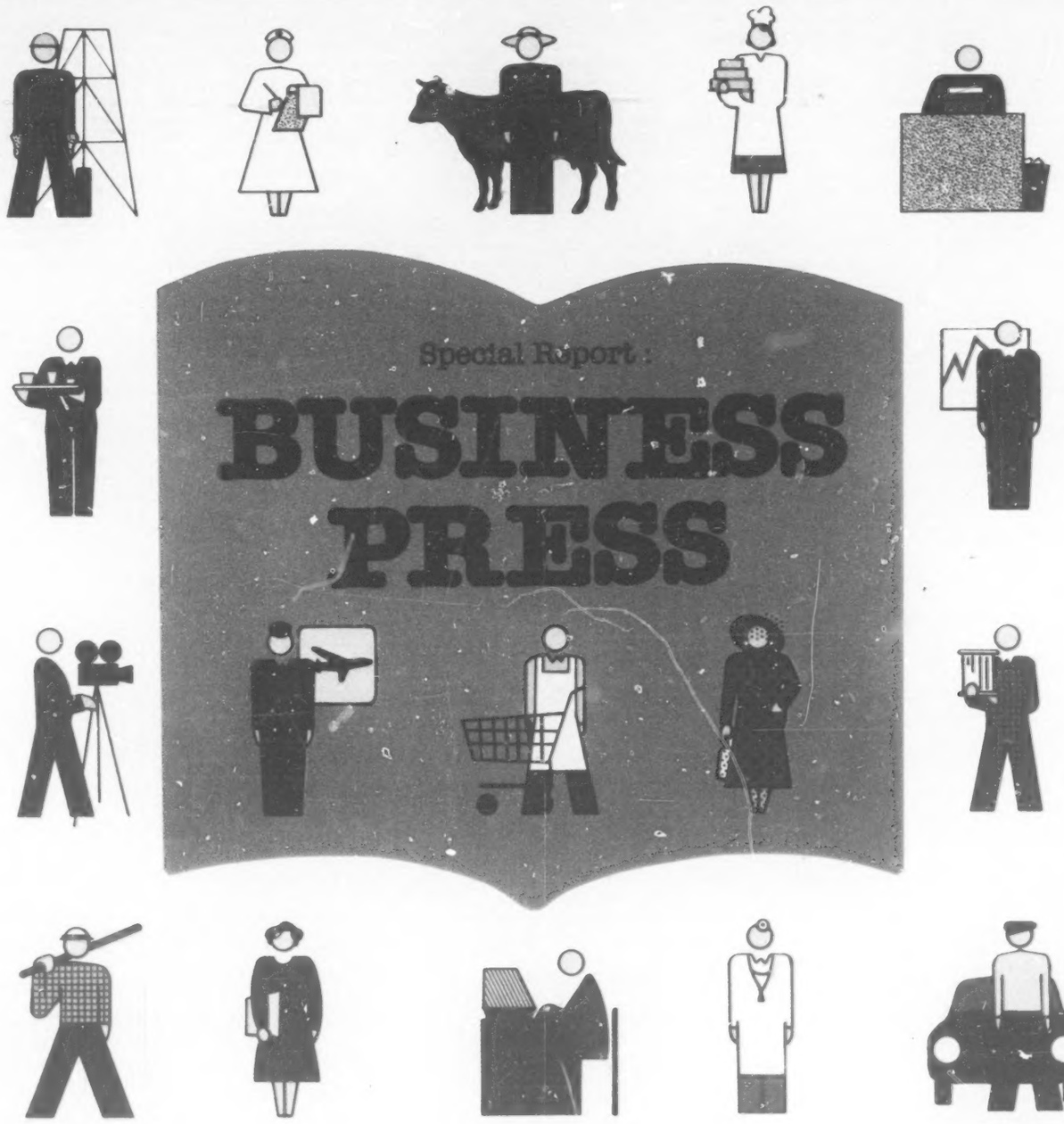

Richard Edel

Gearing up for an active future

By Brian Rogers

Despite a relatively flat 1982 in the arena of the nation's business press, activity runs high, as do hope and optimism.

Editorial and graphic improvements, mergers, acquisitions, diversification, new technologies and a bright outlook for the U.S. economy—these are the order of the day.

All of which is not to say that everything is rosy for 1983. Says Thomas King, president of the American Business Press (ABP), a 558-member trade publication association, this will be "a tough year for growth." Nonetheless, Mr. King and other leading figures and observers of the industry are looking ahead with great expectations to 1984.

Brian Rogers is a New York-based business writer.

The business press is big business, both in money and in readership. Companies that sell their products to other companies or professionals spend 35.4% of their over-all promotional budgets on space advertising in trade publications, according to a 1982 survey by the Business and Professional Advertising Assn. (BPAA). Last year, ABP member magazines and newspapers carried 1.7 million ad pages, worth some $2.3 billion in ad revenues.

(In general, ad revenues range from $1.5 million to $5 million—although they can go from $250,000 to almost $25 million—per publication.)

According to Business Publications Audit of Circulations, qualified circulations of the ABP member publications average about 38,000 each, ranging from a low of 2,091 to a high of 541,901.

"Some weaknesses in the business press area parallel weaknesses in the economy today—automotive, steel, natural resources. . . ."

But in general, 1982 was not a good year for the business press. Although ad revenues were up 8% in 1982, it was inflationary growth, a result of rate increases. Ad pages, a better barometer of real growth and new business, were down 2%.

"Some weaknesses in the business press parallel weaknesses in American industry and the economy today—automotive, steel, natural resources," notes veteran communications analyst Edwin Ruzinsky, a partner with and national director of the communications services group of Touche, Ross & Co., a New York-based accounting company.

Meanwhile, the computer and high technology areas of business publishing are what's hot.

And hottest of the hot is Framingham, Mass.-based CW Communications Inc.'s (CWCI) *Computerworld*, which, according to "The Gallagher Report," was the No. 1 trade publication in gross advertising revenue in the last two years, bringing in $24.6 million in 1982. Currently, CWCI projects over-all revenues of $80 million in 1983.

At McGraw-Hill, New York—the nation's largest business publisher—Paul McPherson, executive vp of the publications division, notes that the company's industrial publications are suffering while the high-tech and medical markets are going strong.

And, because it is hardly ever possible to get too much of a good thing, in the fall McGraw-Hill will be launching a new magazine in one of those strong areas. The startup will be a Japan-based personal computer magazine, a joint venture with a Japanese company, Nikkei.

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